

Syllabus

Course Number: BCOM 3311.5U1; W 6:00-10:00; JSOM 1.110
Title: Business Communications
Term: Summer 2015

Contact Information

Instructor: Sarah E. Moore
E-mail: semoore@utdallas.edu (checked at least once every 24 hours on weekdays)

Official Course Description and Course Prerequisites, Co-requisites, and/or Other Restrictions

Business or Accounting Communications (3 semester hours) - Introduction to various types of professional communication, with an emphasis on business writing. Students will gain experience writing and revising business email, letters, proposals, and job search documents. Students will work both individually and in teams and will exit the course with a clear understanding of the centrality of communication in business. Not eligible for audit. Credit cannot be received for both **BCOM 3310** and **BCOM 3311**. This course will retain core notation for a transition period - see <http://go.utdallas.edu/core-curriculum-transition>. Please consult advisors for more detailed information. Prerequisites: **RHET 1302** and (**ACCT 3100** or **BA 3100** or **FIN 3100** or **IMS 3100** or **MKT 3100** or **MIS 3100** or **OPRE 3100**). (3-0) S

Unofficial Course Description

Communication is the root activity of business. Communication skills are rated as one of the most sought after qualities in today's job market. In nearly all aspects of professional life, you spend most of your day explaining, writing, directing, persuading, and listening to other people. Your ability to do so clearly and effectively has a direct bearing on your success in the business world. This course is designed to give students a thorough introduction to business communication and its basic concepts and theories. The course also provides students with ample opportunities to improve their writing skills. Students in this course gain knowledge and skills that assist them not only in their chosen career, but also in their academic and social lives as well.

Course Goals

This course is designed to help you:

- ◆ Develop basic communication skills you need to write, make oral presentations, communicate interpersonally, and work effectively in teams.
- ◆ Value the differences between yourself and others and to employ that understanding to improve the quality of your communication.
- ◆ Recognize and value the diverse contributions of all members of an organization.
- ◆ Improve your communication in future courses and in your career.
- ◆ Refine the process of written and oral communication in business.
- ◆ Use methods of problem solving in business communication that can be used as an individual or as a team.
- ◆ Develop basic reading, writing, listening, and speaking skills in addition to the ability to follow complete, complex written and oral instructions.

Student Learning Objectives/Outcomes

BA/ACCT 3311 is the second writing-intensive course in the Communications component of the Core Curriculum. As such, it addresses the following Component Learning Objectives:

1. Students will be able to write effectively using appropriate organization, mechanics, and style.
2. Students will be able to construct arguments that are effective and appropriate for business settings.
3. Students will be able to incorporate and interpret source material in their writing and speaking.
4. Students will be able to write in different ways for different audiences.

Required Textbooks and Materials

Aplia, online textbook (*Essentials of Business Communication*, 8 ed., Guffey) and assignments. See link on eLearning.

Assignments

100 pts – E-mail
125 pts – Targeted Job Application Letter
200 pts – Aplia Problem Sets (average grade, lowest single quiz grade dropped)
200 pts – Collaborative Proposal, team grade
100 pts – Team Presentation, individual grade but team presentation
100 pts – Team Participation (includes denial memo, team pitch, and short presentations)
50 pts – Video/Speaking Assignment

25 pts – Course attendance and participation

900 possible points

Final grades will be assigned according to the UTD Undergraduate Catalog scale with “+” and “-”.

Grading Scale, Percentages

97-100	A+	87-89	B+	77-79	C+	67-69	D+	0-59	F
94-96	A	84-86	B	74-76	C	64-66	D		
90-93	A-80-83	B-	70-73	C-	60-63	D-			

Grading Policy

All work should also demonstrate the same professional and ethical standards expected of you in the workplace. This includes proofreading and editing carefully all work you submit. Professionalism also means that you use appropriate source citation wherever and whenever necessary so that you avoid violations of copyright – even if those violations are inadvertent.

You should expect to work hard in this course. Like each of your other SOM courses, this is a rigorous class.

Peer Review and Revision

The following statement comes directly from the Core Curriculum section of the UTD Undergraduate Catalog:

All courses [that satisfy the core requirement for Communication] require that students write, receive detailed feedback about, and revise at least 15 double-spaced pages.

This means that every written exercise you do in this class will be done **TWO TIMES**. First, you produce a *draft* of the document and have it reviewed by one of your classmates. Your partner will perform both formal and informal critiques of your draft. You will then revise your draft using the feedback your partner has provided you.

You may review your assignments with me *before* they are due. Helping you with your papers by answering questions and offering advice is a pleasure. Even though you will get feedback from your classmates, feel free to involve me in your work. I will make general suggestions on papers e-mailed to me 72 hours before the assignment is due. (If an assignment is due at 6 p.m. Wednesday, it must be e-mailed to me by 6 p.m. Sunday for review.) I only e-mail suggestions once per assignment. You are also strongly encouraged to use the **Business Communications Center in the SOM**. To make an appointment, find resources for business writing, and learn how to cite materials in your writing, visit <http://jindal.utdallas.edu/student-resources/business-communication-center/>.

Emphasis on Social and Environmental Sustainability

Responsible business leaders of the 21st century will not only need to ensure the profitability of their company but will also need to be able to identify and manage the many ways in which their organization impacts its natural environment and social community. Leaders must also be able to communicate these commitments to the public in an effective and accurate way.

In this class, you will complete a major writing project that will help you imagine the ways in which North Texas businesses can 'give back' to their community through a significant community action program. This project will not only help you improve your team work and communication skills, but will also bring you into a closer relation to your community and its needs.

Course Policies

Late Work

Deadlines in the professional world are a serious matter. Missed deadlines mean lost contracts, delayed product releases, skyrocketing expenses, and, in some cases, the loss, quite literally, of millions of dollars in revenue. Missed deadlines also compromise professional reputations and careers. Work that does not meet the assignment's constraints is unprofessional and creates administrative headaches. 'Technological problems' is not a valid excuse for late work, so plan accordingly.

For these reasons, late or incomplete work is not acceptable in this course EXCEPT in the most extreme and unlikely of circumstances.

Class Attendance

Work assigned for this class carries no less priority than work you may have to complete for any other class or job. Material and information will be presented in the classroom that cannot be replicated outside the classroom or made up at a later date. Moreover, class participation is a vital part of your learning process because this class revolves around discussion and activities. More than simply being physically present in class, participation includes your asking questions in class about readings, answering questions, offering suggestions, and adopting a professional, positive attitude.

You may face difficulties doing well in this course if you fail to attend class regularly and participate actively.

Individual Extra Credit

I neither curve individual items nor offer “extra credit” work or “special consideration” to allow individual students a chance to raise their grade. If a situation arises during the semester that may affect your classroom performance, please talk to me sooner rather than later. If you wait until the end of the semester, I will be unable to help you. I can work with you more easily if you speak to me when the situation arises. I am only able to offer help if I know you need help.

Classroom Citizenship

In keeping with this course’s professional communication mandate, students are expected to use every opportunity in the course to practice communicating in a civil and professional manner.

Technology Requirements

The course is taught using eLearning, and **you should develop the habit of checking both eLearning and your UTD e-mail often for assignments and announcements. Reliable and frequent internet connectivity is indispensable – not having internet access will make your group projects more difficult and will not serve as a valid excuse for shortcomings.** You also have the responsibility to ensure that you have access to the course for the duration of the semester and must submit all assignments, except for presentation booklets, through ELearning. Failure to check UTD or ELearning e-mail, errors in forwarding e-mail, and e-mail bounced from over-quota mailboxes are not acceptable excuses for missing course or project-related e-mail. Additionally, to protect your privacy rights, I will only send e-mail through your official UTD e-mail address or ELearning e-mail (see “E-mail Use”). If you choose, you can redirect both of these addresses to external addresses.

Classroom E-Professionalism

Electronic devices like laptops and cell phones should only be used to further the course. I reserve the right to require that no electronic devices be used during lectures if those devices prove to be distracting. Please keep phones screen down during class discussions and lectures.

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, A to Z Guide, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3, and in Title V, Rules on Student Services and Activities of the university’s Handbook of Operating Procedures. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents’ Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

E-mail Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, e-mail raises some issues concerning security and the identity of each individual in an e-mail exchange. The university encourages all official student e-mail correspondence be sent only to a student's U.T. Dallas e-mail address and that faculty and staff consider e-mail from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free e-mail account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's Handbook of Operating Procedures.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:

The University of Texas at Dallas, SU 22

PO Box 830688

Richardson, Texas 75083-0688

(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

These descriptions and timelines are subject to change at the discretion of the Professor.

Wednesday Night Course Schedule

Readings are listed on the date on which they are due. The In-Class listings are a general summary of class activities and may be adjusted to meet specific areas of interest or need.

Aplia.com assignments are due on the date they appear – before class begins.

Week 1		Assignments On Aplia	Class Activities
5/27			Introduction, Review Syllabus Elevator Speeches Aplia Demonstration
	Complete grammar and writing tutorials (online)		Discuss: Team Work (Chapter 11, available online for you to skim as needed) Discuss: Team Assignment, create teams and do team building activity Tutorial Time
Week 2		Assignments On Aplia	Class Activities
6/3		Read Guffey chapters 1 and 2 before 6 p.m.	Discuss: Chapters 1/2 Review E-mail Assignment <u>Team building presentation</u> <u>Team brainstorming to develop pitch</u> Quiz Time (for chapter 1/2 problem sets)
Week 3		Assignments On Aplia	Class Activities
6/10		Read Guffey chapters 3 and 5 before 6 p.m. Problem Set, chapters 1-2	Discuss: Chapters 3/5 Presentation of team pitch (60 seconds) <u>Team work time</u> Quiz Time (for chapter 3/5 problem sets)
Week 4	Due In Class	Assignments On Aplia	Class Activities
6/17	Upload Rough Draft of E-mail Assignment to the TurnItIn drop box Group Health #1 Due to the TurnItIn drop box	Read Guffey chapters 4 and skim 9/10 before 6 p.m. Problem Set, chapters 3 and 5	Discuss: Chapters 4 and 9/10 Discuss: Peer Review Peer Review Draft of E-mail Assignment Quiz Time (for chapter 4/9 problem sets)
Week 5	Due at eLearning	Assignments On Aplia	Class Activities
6/24	SUBMIT: Upload Final Draft of E-mail Assignment to the	Read Guffey 6 and 7 before 6 p.m.	Discuss: Chapters 6 and 7 Practice: Letter writing Review: Request Letter Assignment

	TurnItIn drop box	Problem Set, chapters 4 and 9	<u>Team Project work time</u> Quiz Time (for chapter 6/7 problem sets)
Week 6	Due In Class	Assignments On Aplia	Class Activities
7/1	Upload rough draft of job application letter to the TurnItIn drop box Upload document with link to video and comments by 11:59 p.m. to the TurnItIn drop box	Read Guffey 8 Problem Set, chapters 6 and 7	Review: Chapter 8 <u>Peer review request letter</u> Elevator speech work time Quiz Time (for chapter 8 problem set)
Week 7	Due at eLearning	Assignments On Aplia	Class Activities
7/8	SUBMIT: Job application Letter to the TurnItIn drop box	Read Guffey 12 Problem Set, chapter 8	Discuss: oral presentations
			<u>Compose denial memo</u> Quiz Time (for chapter 12 problem set)
Week 8	Due at eLearning	Assignments On Aplia	Class Activities
7/15	Group Health #2 Due to the TurnItIn drop box	Skim Guffey 13 and Guffey 14 (no problem sets for these) Problem Set, chapter 12	Discuss: Job Searches & Interviewing <u>Finish/revise proposal</u> <u>Begin preparing oral presentation</u>
Week 9	In Class (no Aplia)		Class Activities
7/22	<u>Bring Proposal for workshop (hard copy)</u>		<u>Team time: revise proposal, 7-8 p.m.</u> <u>Peer review proposal, 8 p.m.</u> <u>Continue preparing oral presentation</u>
	Upload at eLearning to the TurnItIn drop box your written portion of the team project by 11:59 p.m., 7/20 (or sooner depending on your team's deadlines)		
Week 10	In Class (no Aplia)		Class Activities
7/29	Proposal due to the TurnItIn drop box		Discuss Presentation and Teamwork Review Team meetings by appointment

		<u>Prepare and practice oral presentation, 8-10</u>
Week 11	In Class (no Aplia)	Class Activities
8/5	Group Health #3 Due to the TurnItIn drop box	Presentations

Please note that the instructor reserves the right to modify this schedule at any time during the semester. If changes are made, then the instructor will notify the class through eLearning.